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NEWSLETTER

Food and Nutrition

NOV 13 1970

PROGRAM DEVELOPMENT...

SIMPLIFIED FOOD STAMP CERTIFICATION.

Assistant Secretary of Agriculture Richard E. Lyng announced on September 15 that State welfare agencies will be authorized to develop simplified food stamp certification for non-welfare families. FNS will provide State welfare agencies with the details of the policy and procedural guidelines in the latter part of October. Under the simplified system, local welfare offices will continue to certify applicants to participate in the Food Stamp Program on an individual household basis, but will not necessarily be required to verify all the information supplied by the household before granting initial authorization to use food stamps. The simplified Food Stamp Certification plan was recommended by the White House Conference on Food, Nutrition and Health.

ASSISTANT SECRETARY OF AGRICULTURE

RICHARD LYNG, in a statement issued during National School Lunch Week, said, "A growing number of State and local governments are realizing that good nutrition is as important to a child's education as good teachers, textbooks, or classrooms. And they are backing it up with appropriations for school food service. The Federal government is doing its part by providing in the budget for increased cash grants to States for school lunches from \$304 million last year to some \$580 million budgeted this year. Additional funds for school breakfasts and non-school child feeding, together with money for the Special Milk Program and the value

of donated foods, will bring total Federal outlay for child nutrition to nearly \$1 billion for the year ending next June 30--more Federal assistance than ever before to help local communities feed children. However," he added, "to reach all the millions of youngsters who still lack adequate food, we must enlist the talent, energies, and resources of public and private agencies, parents, and the general public. This is especially true in those communities where no school lunch program exists at present."

USDA HAS PURCHASED about 530,000 pounds of lysine-fortified, doubly enriched, bleached, bread flour for distribution to Navajo Indians in New Mexico through the FNS family food-donation program. Lysine adds a protein component that the Navajos may have difficulty getting from other sources. This type of flour was purchased at the request of the Navajos, who have used a similar local brand for years. Also, FNS recently made available to the Navajos a particular type of pinto beans, which they had requested.

NEW USDA REGULATIONS broadens the use of special purchase foods under Section 6 of the National School Lunch Act. Amendment 12 to the Commodity Distribution Regulations grants authority for food bought under Section 6 to be available to schools participating in the School Breakfast Program and service institutions in the Special Food Service Program for Children. The State educational agency or the appropriate FNS Regional Office determines the eligibility of schools and service institutions.

AROUND THE NATION...

DETROIT'S BOARD OF EDUCATION plans to provide lunches to 53 schools formerly having no school food service, through an expansion of Detroit's successful satellite feeding concept. In 30 schools of the inner city of Pittsburgh, some 30,000 elementary school children will be receiving lunches for the first time. Under a new law in Massachusetts, every public school in the State must have a lunch program by September 1973 (approximately 900 now have no program).

SECRETARY OF AGRICULTURE CLIFFORD M. HARDIN, addressing the Southern Governor's Conference, on September 21 in Biloxi, Miss., said, "...it is most distressing that I must inform you that we have come upon widespread evidence of weak, careless, and sometimes fraudulent administration of the Food Stamp Program...This is a situation that cannot and will not be tolerated. I have instructed the Office of the Inspector General and the Food and Nutrition Service immediately to tighten administrative controls. These will include more frequent audits, stepped-up demands for corrective action where weaknesses are found, and the installation of improved issuance systems where necessary. I call your attention to the fact that USDA has a legal obligation to cancel the Food Stamp Program in counties or cities where it is not being administered according to law. Let me also make it clear that our agreements with respect to the Food Stamp Program are with the States, but that welfare agencies handling the program are administered at the local level. Here we have a situation that points up the imperative need for cooperation on our part with the States--and sincere performance by the States of their responsibilities in supervising activities within their jurisdiction."

VISTA VOLUNTEERS are visiting low-income neighborhoods in Yuba County, Calif., to acquaint the residents with the Food Stamp Program and encourage them to participate. Special effort is made to reach the aged and handicapped.

EFNEP, Extension Service's Expanded Food and Nutrition Education Program for low-income hard-to-reach families helped 42 percent of those enrolled to improve their diets from a year earlier. Enrolled families receiving adequate diets--2 servings daily from the milk and meat group and 4 servings daily from the fruit and vegetable and the bread and cereal groups--increased from 7 percent to 19 percent. More than 237,000 families containing more than 1 million persons are currently enrolled in EFNEP. More than 7,000 non-professional Extension program aides teach homemakers how to provide more nutritious meals and how to obtain and make better use of donated foods and food stamps.

600 SANTA ANA, CALIF., SCHOOL CHILDREN are getting a free lunch each day, away from their public schools and at 5 serving areas: Jerome Park, El Salvador Park, Veterans Charitable Foundation Building, Southwest Neighborhood Center, and Our Lady of Guadalupe Parish Hall. School community aides, recreation personnel, and volunteers from religious organizations are helping with transportation and supervision.

PARTICIPANTS IN THE NATIONAL COMMODITY WORKSHOP, from as far away as American Samoa and Guam, and representing nearly every State, met in Washington, D.C., on September 28-October 1, on further improvements in the commodity distribution program. Federal, State, and local program officials covered such areas as: simplified certification of eligible families, fair hearing procedures, selection of foods offered families, needs of special groups such as migrants and Indians, and food needs of schools and institutions.

REPAYS BONUS FOOD STAMPS. An Adams (Colo.) County resident who had been receiving food stamps from the County Department of Welfare during a period of unemployment sent them a check for \$307. He had been called back to work and no longer needed food stamps. The check was to repay the bonus food stamps that his family had received.

PEOPLE TO PEOPLE...

MRS. ETTA KALLSTROM, St. Petersburg, Fla., will be 70 years old on November 14, but she is still busy helping people. The former Volunteer in Service to America (Vista) heads the Volunteer Citizens Corps. Its 60 members pick up and deliver donated foods for 6 to 9 families per volunteer a week. One man with a station wagon takes care of 30 families. In addition to coordinating deliveries, Mrs. Kallstrom interviews and screens applicants. "We've been offered all kinds of trucks to drop the food off," says Mrs. Kallstrom, "but we don't want this. People need to know somebody cares about them; about 80 percent are living alone. We talk to them, get their confidence. You don't know how poor people live until you get out and see it."

TEENAGERS LEARN TO USE DONATED FOODS. Mrs. Pat Dougherty, Texas A&M College Extension Service, is conducting weekly classes on the use of donated foods for 385 teenage girls. The classes are held in schools, recreation centers, or wherever cooking facilities exist. She is hopeful they will carry the message home to their parents. Later on, classes will be conducted for their parents. In San Diego, Calif., Richard Richiger, Mrs. Eva Nyman, and Mrs. Judith Swinko taught 227 children, both boys and girls, how to cook with donated foods. The six-week course was held in the Logan and Sherman Elementary Schools. The children were encouraged to cook for their families at night.

LIVING ALONE, people tend to eat poorly--especially those who know little about proper nutrition. To combat this tendency, Washoe County's (Nevada) Welfare Department and Extension Service have begun a nutrition education program for aged single men. Nutrition Aides carried homemade muffins to some 70 men, along with application forms for a donated-food workshop and luncheon held in Reno.

MRS. JOSEPHINE SMITH, an Extension program aide in St. Joseph County (South Bend), Ind., has been effective in telling needy families of the advantages of participating in USDA's food assistance programs. She encouraged 67 families to buy food stamps and conducted an education program, resulting in 84 children receiving free school lunches. Mrs. Smith accompanies homemakers to the grocery store and assists them in planning meals using the Basic Four Food Groups. School Principals and School Nurses provide Mrs. Smith with names of families to visit. She visits the homes at lunch time to see what the children are eating. Many times there is no food. Mrs. Smith encourages the families to apply for free school lunches for the school-age children. These families, in turn, tell their neighbors about the program.

THE SCORECARD...

FOOD STAMPS, August 1970 (est.)
 People participating 7.2 million
 Value of Bonus Coupons \$101.0 million

DONATED FOODS, August 1970
 People participating 3.8 million
 Number of foods available 24
 Cost to USDA (for 24 foods) \$ 9.58
 Est. retail value \$16.85

FOOD STAMPS-DONATED FOODS
 Counties & Independent Cities
 Participating 3,050
 Plan to operate a program 69
 Uncommitted 10

SCHOOL LUNCH (July '69-June '70)
 Schools participating 75,918
 Children participating 20.9 million
 Lunches served 3,588.4 million
 Free- and reduced-price lunches served 735.6 million
 Percent of total 20.5

SCHOOL BREAKFAST (July '69-June '70)
 Children participating 510,000
 Breakfasts served 68.0 million
 Free- and reduced-price breakfasts served as a percentage of total 73.0

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INFO AND EDUCATION...

THE ADVERTISING COUNCIL -- a nonprofit organization which conducts all media advertising campaigns in the public interest--will conduct a major public service campaign on food, nutrition and health. This activity was suggested by the President and recommended by the White House Conference on Food, Nutrition and Health. The campaign will be an information program to enable all Americans, including vulnerable groups such as the poor, to achieve a healthier life through a more informed use of available food supplies and to develop greater nutritional awareness.

F.K. Mitchell, director of marketing service, General Foods Corp., was named volunteer campaign coordinator and Young & Rubicam, Inc., was named volunteer advertising agency. The foods industry and government agencies concerned with food, nutrition and health are working with the Ad Council in development of the campaign.

A. T. KEARNEY CO., under contract with USDA's Food and Nutrition Service, will examine the transportation and handling of donated foods from the vendors to the warehouses where they are distributed to needy families. The studies will be carried out in Illinois, Massachusetts, North Carolina, Texas, and Washington. The results will be used as guidelines for the States in developing a most efficient and lowest cost system.

NUTRITION STAFF TO BOLSTER FNS PROGRAMS.

Organization of a Nutrition and Technical Services Staff to serve all food programs of the Food and Nutrition Service has been announced by Administrator Edward J. Hekman. The new staff will be responsible for studying and evaluating needs and effectiveness of FNS programs; developing and carrying out nutrition education among people participating in food programs, and training people in cooperating agencies; and developing nutrition definitions for meal patterns in food service programs and specifications for foods distributed by FNS to needy families, schools and institutions. Dr. Stephen J. Hiemstra, Assistant to the Administrator, will serve as Acting Director of the Nutrition and Technical Service Staff. The functions and personnel of the former Technical Services Branch of the Child Nutrition Division are being transferred to serve as a core for developing the new staff.

SOME CHILDREN refuse to eat fruits and vegetables--good sources of Vitamins A and C. National Analysts, Inc., under contract to USDA, will try to find out why they don't. The results will be used to develop recommendations for improving diets of school children, particularly in planning for nutritional upgrading and acceptance of the school lunch and other food distribution programs of the Food and Nutrition Service.